

**MINUTES OF THE  
HISTORIC DESIGN REVIEW COMMISSION MEETING  
DECEMBER 21, 2004**

The regular session of the Auburn City Historic Design Review Commission was called to order on December 21, 2004 at 6:30 p.m. by Vice Chrm. Powers in the Council Chambers, 1225 Lincoln Way, Auburn, California.

**COMMISSIONERS PRESENT:** Elder, W. White, McCord, Merz, Powers

**COMMISSIONERS ABSENT:** Briggs, S. White, Chrm. Smith

**STAFF PRESENT:** Will Wong, Community Development Director; Reg Murray, Associate Planner; Janet Ferro, Administrative Assistant

**ITEM I: CALL TO ORDER**

In the absence of Chrm. Smith, Vice Chrm. Powers will conduct the meeting.

**ITEM II: PLEDGE OF ALLEGIANCE**

**ITEM III: APPROVAL OF MINUTES**

None.

**ITEM IV: PUBLIC COMMENT**

None.

**ITEM V: PUBLIC HEARING ITEMS – HISTORIC DESIGN REVIEW**

- A. **Historic Design Review – 1650 Lincoln Way (Valero Gas Station) – File HDR 04-18.** The applicant requests Historic Design Review approval of sign and building re-imaging for the Valero gas station at 1650 Lincoln Way in the Old Town Historic District.

Reg Murray gave the staff report. He advised that the existing gas station is undergoing a brand change and due to the changeover, the property owner is requesting to re-image the building, gas canopy and signs. Historic design review is required for the proposed changes since the site is located within the Old Town Historic District. He reviewed the scope of the proposed changes.

Comm. W. White questioned the colors proposed. He noted that he had seen a Valero gas station at another location and believed the shade of teal blue at that location was much brighter than the color shade proposed, and he felt all the colors proposed were too bright for the Old Town Auburn area.

Comm. Powers asked if there was a color palette of appropriate colors for the Old Town area. Planner Murray advised her that the only restriction was that colors be true colors, (i.e. not opalescent, fluorescent or iridescent in any way). The Commission can make the final decision on any color proposed.

Comm. Elder felt that any muted color would be appropriate for the area, anything too bright would be inappropriate.

The public hearing was opened.

Elizabeth Schmidt, spoke representing Sign Development, sign contractor on the project. She presented color samples and photos of an existing Valero Gas Station showing the corporate colors of teal blue with yellow striping and gray accents. She advised that they sometimes allow shade variations but the colors submitted would be the colors used.

Comm. W. White again stated that he found the teal color on the existing station that he saw too bold for Old Town.

Schmidt suggested a compromise, limiting the amount of teal in the sign.

Comm. Elder noted that possibly the colors, when printed for Commission review, became somewhat muted and when actually painted would give the bolder color seen by Comm. W. White.

Schmidt pointed out that the teal is a corporate color and she suggested possibly reducing the amount of teal on the sign and canopy.

The Commissioners discussed color possibilities and how the amount of teal could possibly be reduced.

Comm. W. White stated that he believed that most corporations would be willing to compromise to achieve an agreement.

The public hearing was closed.

Comm. W. White stated that he would like to see a colored rendering of the new color combination that would reduce the amount of teal, as discussed tonight.

Comm. Merz agreed that the amount of teal should be reduced or the color muted.

The Commissioners agreed to ask the applicant to return with a submittal that would tone down the teal color as shown or reduce the amount of teal used.

Comm. Merz **MOVED** to continue the public hearing to January 4, 2005.

Comm. McCord **SECONDED**.

AYES: McCord, Merz, Powers, Elder, W. White  
NOES: None  
ABSTAIN: None  
ABSENT: Smith, S. White, Briggs

The motion was approved.

**B. Historic Design Review – 151 Sacramento Street (Beach Hut Deli) – File HDR 04-20.** The applicant requests Historic Design Review approval of two signs for the Beach Hut Deli at 151 Sacramento Street in the Old Town Historic District.

Reg Murray gave the staff report. The applicant is requesting approval for two freestanding signs. Given that the proposed signs are replacing signs previously approved by the City, staff has no objection and believes that the request is compatible with the building and the Old Town area.

Comm. W. White noted that the colors proposed are very bold and not in keeping with the Old Town atmosphere.

Comm. Elder asked if the bright yellow of the surfboard could be toned down or eliminated.

The public hearing was opened.

There was no one wishing to speak and the public hearing was closed.

Comm. Merz stated that the business is not in the Old Town area proper and he felt it was far enough up the hill that the proposal would be acceptable to him.

Comm. McCord inquired whether the shape of the sign could be changed somewhat, she also felt the bright white background could be muted.

Comm. W. White noted that he would like the applicant to return with a color proposal more in keeping with Old Town. He felt that with some effort the sign could be changed to blend in more, the bright yellow surfboard did not fit in with the area.

Comm. Powers suggested a lighter yellow color on the surfboard as a compromise.

Comm. Elder would also like to see suggestions submitted to the Commission for review.

Director Wong suggested that the Commissioners could condition their approval requiring that the white background of the sign and the yellow surfboard be toned down to match the off-white and softer yellow colors on the building. This could be required with staff approving the final submittal.

Comm. Merz **MOVED** to add a condition that the applicant submit the proposal with the white background and the yellow surfboard changed to match the off-white and softer yellow on the building with staff ensuring compliance with the required sign permit.

Comm. McCord **SECONDED**.

AYES: McCord, Merz, Powers,  
NOES: Elder, W. White  
ABSTAIN: None  
ABSENT: Smith, S. White, Briggs

The motion was approved.

Comm. McCord **MOVED** to:

- A. Find the project Categorically Exempt from the California Environmental Quality Act per Section 15301(g) – existing Facilities;
- B. Approve the request for the Beach Hut Deli signs at 151 Sacramento Street as modified by the Planning Commission.

Comm. Merz **SECONDED**.

AYES: McCord, Merz, Powers, Elder, W. White  
NOES: None  
ABSTAIN: None  
ABSENT: Smith, S. White, Briggs

The motion was approved.

**ITEM VI: COMMUNITY DEVELOPMENT DEPARTMENT  
FOLLOW-UP REPORTS**

- A. City Council Meetings.

Director Wong reported on recent City Council meetings.

- B. Future Historic Design Review Commission Meetings

Director Wong discussed future meetings.

- C. Reports

None.

**ITEM VII: HISTORIC DESIGN REVIEW COMMISSION REPORTS**

None.

**ITEM VIII: FUTURE HISTORIC DESIGN REVIEW COMMISSION  
AGENDA ITEMS**

None.

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**IX:**

**ADJOURNMENT**

The meeting was adjourned at 7:22.

Respectfully submitted,

Janet Elaine Ferro, Administrative Assistant